

<p>● Journey steps which step of the experience are you describing?</p>	<p>Discovery Why do they even start the journey ?</p>	<p>Registration why would they trust us?</p>	<p>Onboarding and First use How can they feel successful?</p>	<p>Sharing why would they invite others?</p>
<p>● Actions</p> <p>What does the customer do? What information do they look for? what is their context?</p>	<p>Detection the movement in the field</p>	<p>uses of scarce resources within their production environment and manage these in an environmentally and economically</p>	<p>To connect the system with sensor through the mobile application</p> <p>Increasing demand for food with minimum resources such as water, fertilizers, seeds by the smart crop protection</p>	<p>To get conserving biodiversity and nutrients in the earth & consequently increasing the quality and lowering food costs.</p>
<p>● Needs and Pains</p> <p>What does the customer want to achieve and avoid?</p>	<p>ACHIEVE: Prevent crop damage from diseases and pests</p> <p>AVOID: Excessive use of chemical fertilizers and pesticides, prolonged droughts and shortage of water</p>	<p>To have enough knowledge on how to handle the IOT based devices</p>	<p>Farmers have to handle it regular checking & work according to the IOT based procedures</p>	<p>If they have more profit to improve cultivation</p>
<p>● Touch point</p> <p>What part of service do they interact with</p>	<p>Mobile application and devices are connected through IOT system</p>	<p>Mobile Application</p> <p>Devices connected by SENSORS</p>	<p>Buzzer sound</p> <p>Notification in mobile application</p> <p>Tap the sensor & connection report</p>	<p>Build Farmer resilience to environmental shocks</p> <p>plant many crops</p> <p>Minimum support prices for all crops</p>
<p>● Customer Feeling</p> <p>What is the customer feeling</p>				
<p>● Process Ownership</p> <p>Who is in the lead on this ?</p>	<p>Horticulturists</p>	<p>Horticulturists</p>	<p>Farmers</p>	<p>Horticulturists</p>